

Office of the Secretary of Defense

§ 248.4

ATTACHMENT 1 TO APPENDIX E TO PART 247— NEWSPAPER AND MAGAZINE REPORTING DATA

As required by section H. of this appendix, the following information shall be provided biennially regarding newspapers and magazines:

- A. Name of newspaper or magazine.
- B. Publishing command and mailing address.
- C. Printing arrangement:
 - 1. Government equipment.
 - 2. Government contract with commercial printer.
 - 3. CE contract with commercial publisher (provide name, mailing address, and phone number of commercial publisher).
- D. Frequency and number of issues per year.
- E. Number of copies printed and estimated readership.
- F. Paper size (metro, tabloid, or magazine format).

PART 248—DEPARTMENT OF DEFENSE PERIODICALS

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§ 248.1 Purpose.

This part established Department of Defense policies, criteria, and controls that govern the publication of DoD periodicals.

§ 248.2 Applicability and scope.

(a) The provisions of this part apply to the Office of the Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, and the Defense Agencies, hereafter referred to as “DoD Components.”

(b) This Directive does not encompass Armed Forces newspapers and civilian enterprise publications as defined in 32 CFR part 202; manuals, pamphlets, directives, instructions, regulations, opinions, decisions, official notices, circulars, reports, internal information bulletins issued by a DoD Com-

ponent headquarters; and primarily (75 percent or more) statistical materials.

§ 248.3 Definitions.

(a) Periodicals within the purview of this part are: Any classified or unclassified DoD magazine or newsletter-type publication published at regular intervals, at least semiannually, for the purpose of disseminating information and material necessary to the issuing activity, with a continuing policy as to format, content, and purpose. Periodicals are nondirective in nature and are usually published to inform and motivate DoD personnel, increase their knowledge, or improve their performance.

(b) Classes of periodicals are:

(1) Class I: Total annual cost is \$20,000, or more.

(2) Class II: Total annual cost is less than \$20,000, but more than \$5,000.

(3) Class III: Total annual cost is \$5,000, or less.

(c) The term “DoD personnel” refers to military and civilian members of the DoD Components.

§ 248.4 Policy.

(a) *General.* (1) Each DoD Component proposing to publish a DoD periodical shall conduct an evaluation to determine whether or nor the periodical should be established. The determination should be based on the following:

(i) The periodical must serve a clearly defined purpose in support of the mission of the publishing DoD Component.

(ii) The purpose to be served must justify the cost.

(iii) High standards of editorial quality, accuracy, and good taste must be maintained.

(iv) A periodical is the necessary medium of communication between the publishing activity and its intended readership.

(v) Equivalent periodicals serving the same, or substantially the same, purpose do not exist.

(vi) The potential readership can be specified clearly.

(vii) The periodical can be distributed efficiently and economically to the intended readership.